



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

Mentzer Media Services
600 Fairmount Ave
Ste 306
Towson, MD 21286

Contract # 1399413

Schedule Dates 10/25/12-10/31/12
Advertiser 60 Plus Association (38241)
Agency Mentzer Media Services (1381)
Product POLITICAL ISSUE (ns) (1187)
Brand 60 PLUS 10/25 (482081)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CLOYD, ELISE
Phone/Fax /
CPE 2175
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments 60 PLUS 10/25

Date Entered 10/24/12
Last Modified
Entered By Nancy Brutus
CO-OP No
Headline # 06395190
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$9,399.00
Net Total \$53,261.00
Sales Tax

West Palm Beach (WPEC)		
By Broadcast Month	Spots	Rate
Oct. 2012	30	\$40,835.00
Nov. 2012	26	\$21,825.00
Grand Total:	56	\$62,660.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	11A- 12P (EST)	2				X	X			2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12
Est 2.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	12P- 12:30P (EST)	2				X	X			2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
Est 3.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	4P- 5P (EST)	2				X	X			2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
Est 4.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	5P- 5:30P (EST)	2				X	X			2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12
Est 5.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	5:30P- 6P (EST)	2				X	X			2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/24/12
Est 6.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	6P- 6:30P (EST)	2				X	X			2	\$1,125.00	\$2,250.00	West Palm Beach (WPEC)		10/24/12
Est 7.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	7:30P- 8P (EST)	2				X	X			2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
Est 8.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/26/12	3	:30	11:35P- 12:35A (EST)	2				X	X			2	\$425.00	\$850.00	West Palm Beach (WPEC)		10/24/12
Est 9.0	Unapproved (NewL) on credit hold / SPOT	10/25/12-10/28/12	3	:30	11P- 11:35P (EST)	3				X	X	X	X	3	\$1,300.00	\$3,900.00	West Palm Beach (WPEC)		10/24/12

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Est 10.0	Unapproved (New!) on credit hold / Prime	10/25/12-10/25/12	3	:30	9P- CBS- Person of Interest (Thursday)					1				1	\$3,700.00	\$3,700.00	West Palm Beach (WPEC)		10/24/12
Est 11.0	Unapproved (New!) on credit hold / Prime	10/25/12-10/25/12	3	:30	10P- CBS- Elementary (Thursday)					1				1	\$2,800.00	\$2,800.00	West Palm Beach (WPEC)		10/24/12
Est 12.0	Unapproved (New!) on credit hold / Prime	10/26/12-10/26/12	3	:30	10P- CBS- Blue Bloods (Friday)						1			1	\$3,750.00	\$3,750.00	West Palm Beach (WPEC)		10/24/12
Est 13.0	Unapproved (New!) on credit hold / SPOT	10/27/12-10/27/12	3	:30	7A- 9A (EST)							2		2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/24/12
Est 14.0	Unapproved (New!) on credit hold / Prime	10/27/12-10/27/12	3	:30	9P- CBS- Crimetime (Saturday)							1		1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/24/12
Est 15.0	Unapproved (New!) on credit hold / SPOT	10/28/12-10/28/12	3	:30	7A- 9A (EST)								1	1	\$285.00	\$285.00	West Palm Beach (WPEC)		10/24/12
Est 16.0	Unapproved (New!) on credit hold / SPOT	10/28/12-10/28/12	3	:30	8A- 9A (EST)								1	1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/24/12
Est 17.0	Unapproved (New!) on credit hold / SPOT	10/28/12-10/28/12	3	:30	9A- 10:30A (EST)								1	1	\$1,675.00	\$1,675.00	West Palm Beach (WPEC)		10/24/12
Est 18.0	Unapproved (New!) on credit hold / SPOT	10/28/12-10/28/12	3	:30	7P- 8P (EST)								1	1	\$5,600.00	\$5,600.00	West Palm Beach (WPEC)		10/24/12

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Est 19.0	Unapproved (New) on credit hold / Prime	10/28/12-10/28/12	3	:30	9P- CBS-The Good Wife (Sunday)								1	1	\$3,800.00	\$3,800.00	West Palm Beach (WPEC)		10/24/12
Est 20.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	11A- 12P (EST)	3	X	X	X					3	\$950.00	\$2,850.00	West Palm Beach (WPEC)		10/24/12
Est 21.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	12P- 12:30P (EST)	3	X	X	X					3	\$650.00	\$1,950.00	West Palm Beach (WPEC)		10/24/12
Est 22.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	4P- 5P (EST)	3	X	X	X					3	\$650.00	\$1,950.00	West Palm Beach (WPEC)		10/24/12
Est 23.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	5P- 5:30P (EST)	3	X	X	X					3	\$950.00	\$2,850.00	West Palm Beach (WPEC)		10/24/12
Est 24.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	5:30P- 6P (EST)	3	X	X	X					3	\$950.00	\$2,850.00	West Palm Beach (WPEC)		10/24/12
Est 25.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	6P- 6:30P (EST)	2	X	X	X					2	\$1,125.00	\$2,250.00	West Palm Beach (WPEC)		10/24/12
Est 26.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	7:30P- 8P (EST)	3	X	X	X					3	\$650.00	\$1,950.00	West Palm Beach (WPEC)		10/24/12
Est 27.0	Unapproved (New) on credit hold / SPOT	10/29/12-10/31/12	3	:30	11:35P- 12:35A (EST)	3	X	X	X					3	\$425.00	\$1,275.00	West Palm Beach (WPEC)		10/24/12

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Est 28.0	Unapproved (New!) on credit hold / SPOT	10/29/12-10/31/12	3	:30	11P-11:35P (EST)	3	X	X	X					3	\$1,300.00	\$3,900.00	West Palm Beach (WPEC)		10/24/12

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WPEC	Date: 8/13/12
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I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES	LOPEC #	13994	13	

Total Charges: \$ 62,640* GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11
Date

James J. Martin
Signature

703-807-2070
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Lillick Roberts Lillick Roberts Sales Director
Signature Printed Name Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: LO Plus Association PARTY: -

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: _____
Candidate Manager Agency Committee (circle one)

ADDRESS: Mentzer Media Services
100 Fairmount Ave, Suite 306
Towson, MD 21206

PHONE: (410) 825-7034 FAX: (410) 321-9514

EMAIL: _____

Information Requested: Rates & Avails

Final Disposition: Order Placed \$62,660*

If Committee, list officers and position: _____

TAKEN BY: Cheryl Blain / DATE: _____ TIME: _____

T Rep WASH.